

The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014, as retained as part of the law of England and Wales. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

24 March 2023

Streaks Gaming PLC

("Streaks" or "the Company")

Streaks Gaming PLC (LSE: STK), a GPT-driven conversational gaming platform targeting customers in the emerging US sports betting market, is pleased to announce an advertising partnership with William Hill US, including Caesars Sportsbook & Casino and World Series of Poker.

Streaks will feature William Hill US offers throughout the Streaks product and expects this advertising partnership to increase revenue per user, as Streaks accrues a referral bonus for every new first-time depositor referred.

This new deal takes the total of signed commercial partnerships to 14 with other notable brands including FanDuel, DraftKings and BetMGM. Streaks now has partnerships with sportsbook operators representing over 90% of the US sports betting market, according to market share reports published by Eilers & Krejciek.

Streaks Gaming PLC's CEO, Mark Rutledge, said

"We are thrilled to be partnering with William Hill US, Caesars Sportsbook & Casino and World Series of Poker; their reputation and reach in the American sports betting and casino industry will allow us to further enrich the Streaks ecosystem giving users greater choice and access to a wider selection of offers for first time deposits on multiple platforms. We also believe this will have a positive impact on our revenue per customer as the customer base matures."

As part of our ongoing efforts to engage and retain our users, we are excited to announce that Streaks will be running contests targeting the National Collegiate Athletic Association March Madness Basketball Tournament starting 12 March 2023, followed by the NBA playoff contests starting 15 April 2023, and the NBA Finals contests starting in June 2023.

About Streaks Gaming PLC (LSE: STK)

Streaks Gaming PLC is a GPT-driven conversational gaming platform targeting customers in the emerging US sports betting market. The company offers a wide range of contests and predictions for sports and esports fans. With a user-friendly platform, cutting-edge technology, and a commitment to providing a seamless and enjoyable gaming experience, Streaks Gaming PLC is becoming a trusted and respected name in the industry.

About William Hill US

William Hill US, Caesars Sportsbook & Casino and World Series of poker are leading American betting and gaming brands.

For more information, please visit Streaks Gaming PLC's website at playstreaks.com

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